(d) by when, it would be translated into action?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) Doordarshan is setting up digital terrestrial transmitters at Delhi, Kolkata, Chennai and Mumbai, at a total capital cost of Rs. 26.19 crores, as an experimental service.

(d) The transmitter at Delhi has been installed and is presently under testing. Transmitters at Kolkata, Chennai and Mumbai are expected to be installed during 2002.

Efficiency and skill of various departments of the Ministry of I&B

†2280. SHRI RAJIV RANJAN SINGH 'LALAN':
SHRI KAPIL SIBAL:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the efficiency and skill of various Department of her Ministry is required to be enhanced; and

(b) if so, the details of such departments and the proposal for reforms therein and the additional annual revenue likely to be generated by her Ministry by implementing the same?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) There is always scope for improving efficiency and skill levels in all human organizations including those under the Ministry of Information and

†Original notice of the question was received in Hindi.

Broadcasting. The significant initiatives and new schemes media unit-wise find mention in the Performance Budget 2002-2003 and the Annual Report 2001-2002.

Turnover of advertising industry

†2281. SHRI RAM JETHMALANI:
SHRI KAPIL SIBAL:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the total turnover of the advertising industry in the country has been Rs. 8,509.70 crore during the year 2000-2001;

(b) if not, the total turnover during the aforesaid year;

(c) whether it is also a fact that the share of the five largest institutions was 47.2 percent in the total turnover; and

(d) if not, the correct estimate of the percentage of this share?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (d) This information is not maintained by this Ministry. However, an extract from a recent report of the 'Economic Times' on the Entertainment Sector showing total ad spend since 1990 and projection upto 2005 is annexed as Statement.

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†Original notice of the question was received in Hindi.